

## **A METHOD OF DISPLAYING CONTENT**

### **ABSTRACT OF THE DISCLOSURE**

The present invention relates to a method and apparatus for displaying content and in particular, to digital rights management methods and apparatus.

In a first broad form the present invention provides a method of displaying content to a user, the content being formed from a sequence of data frames, each data frame being encoded using a predetermined algorithm, the sequence of data frames including at least one criteria frame indicating one or more criteria to be satisfied in order to allow at least some of the content to be displayed, the method including:

- i) Determining if the next data frame is a criteria frame; and, ii) In response to a successful determination;
  - (1) Determining the one or more criteria;
  - (2) Comparing the one or more criteria to user data, the user data indicating whether the criteria are satisfied for the respective user;
  - (3) Decoding a number of the following data frames in response to a successful comparison; and,
  - (4) Displaying the content contained therein.